



# NEWS



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## **CHP'S MOTORCYCLE SAFETY AWARENESS GRANT ENJOYS A SUCCESSFUL RIDE IN CALIFORNIA**

SACRAMENTO, Calif. – Awareness through education was a big factor in the success of the California Highway Patrol's (CHP) motorcycle safety grant, "Look Twice, Save a Life." The overall goal of the two-year, federally-funded program was to increase motorists' awareness of motorcyclists on California roadways.

"Although this campaign is coming to a close, we're pleased with the encouraging results," said CHP Commissioner Joe Farrow. "California is starting to see a decline in the number of motorcyclist-involved collisions; however, there is still more work to be done, and our efforts to raise awareness through education and enforcement will continue."

According to preliminary figures for 2010 from CHP's Statewide Integrated Traffic Records System, the number of people killed in motorcycle-involved collisions last year was down 9 percent from the previous year; the number of people injured in motorcycle-involved collisions appears to be down 8.5 percent.

"Safety on the road is a shared responsibility; all motorists are reminded to be extra vigilant when on the road to help keep everyone safe," added Commissioner Farrow.

Throughout the campaign, CHP placed an emphasis on the "Share the Road" message. To help get that message across to the motoring public and to reach the goals set for the grant, the CHP held several road sharing presentations and conducted several highly publicized motorcycle safety enforcement operations. Additionally, the CHP in conjunction with the California Department of Transportation arranged to display "Share the road – Look twice for motorcyclists" on changeable message signs on highways across California on several occasions throughout the grant.

Funding for this program was provided by a grant from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration.

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